

# Communities Putting Prevention to Work: Supporting healthy eating and active living and reducing tobacco exposure in King County

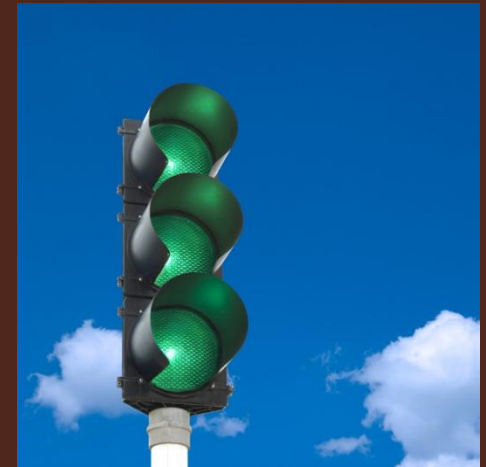
Presentation to Seattle  
City Council  
April 26, 2010



Stay tuned at [www.kingcounty.gov/health/cppw](http://www.kingcounty.gov/health/cppw)

# The King County Context

- King County is one of the healthiest metro areas in the nation
- We have accomplished much in promoting healthy eating, active living and tobacco avoidance
- Hidden are large health inequities
- Progress in tobacco prevention threatened by loss of funding
- Progress in healthy eating and active living (HEAL) slowed by inadequate funding and lack of policy focus



# Specific Goals of CPPW

- ❑ Increase levels of physical activity
- ❑ Improve nutrition (increase fruit/vegetable consumption, reduce consumption of unhealthy foods)
- ❑ Decrease overweight/obesity prevalence
- ❑ Decrease smoking prevalence and teen smoking initiation
- ❑ Decrease exposure to secondhand smoke
- ❑ Reduce health inequities



# CPPW Overview

- 44 awards to health departments for obesity and/or tobacco prevention
- Highly competitive: 250 applications
- PHSKC received funds for two applications
  - ▣ \$15.5 million for obesity, physical activity and nutrition
  - ▣ \$10 million for tobacco prevention and control
  - ▣ Largest total grant award in history of department and third largest in country

# CPPW Overview

- ❑ Two year grant: *rapid* implementation that began on March 19, 2010
- ❑ Focus on environment, policy and system changes
- ❑ Make the healthy choice the easy choice
- ❑ One-time funding to produce deliverables and pay for change
- ❑ Majority of funds sub-awarded to partners
- ❑ Defined and focused set of strategies derived from list provided by CDC – does not fund programs or services



# Examples of Environmental, Systems and Policy Change Activities

- Smoke free housing, parks, and campuses
- Tobacco free pharmacies
- Tobacco marketing restrictions
- City planning, zoning, and transportation to create walking and biking friendly streets
- Limiting availability/promotion of unhealthy foods near schools
- Increasing the price of unhealthy foods (e.g. sugar-sweetened beverage tax/fee, vending prices)





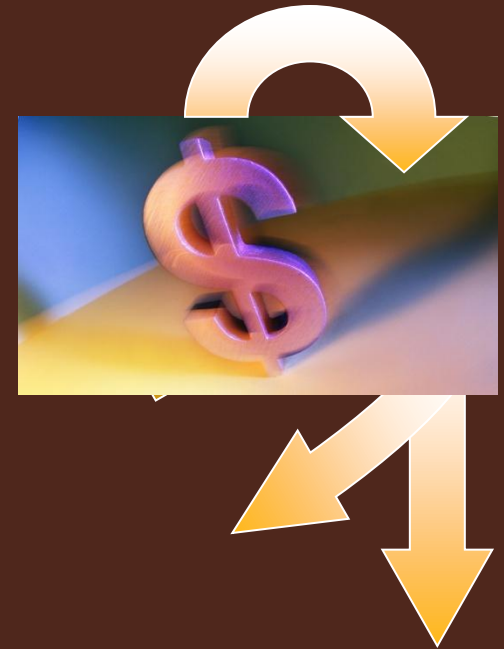
# Examples of Environmental, Systems and Policy Change Activities

- Quality physical education in schools
- Schools and childcare sites offering healthy foods
- Corner stores and other food outlets with healthy options
- Healthy food policies in cafeterias, vending machines and public facilities
- Raising prices of unhealthy foods and tobacco
- Healthy work sites



# Funding Streams

- Sectors being targeted by RFP
  - ▣ Community \$1.875M
  - ▣ Schools \$3M
  - ▣ Local government \$1.875M
- Small business development fund (\$1.1M)
  - ▣ Focus on making healthy food available at retail sites
  - ▣ Loan incentives, loans and technical support
- Maximum awards will range from \$300-500K





# Funding for Change

- Majority of funds will be awarded through RFPs to community agencies, schools and local governments that can help implement initiative strategies.
- There will be some direct funding (sole source) of organizations that have a unique expertise (e.g. evaluation, media strategy, worksite, legal analysis).

# Funding to Reduce Inequities: HEAL

- At least half of HEAL RFP funds to focus communities most affected by obesity:

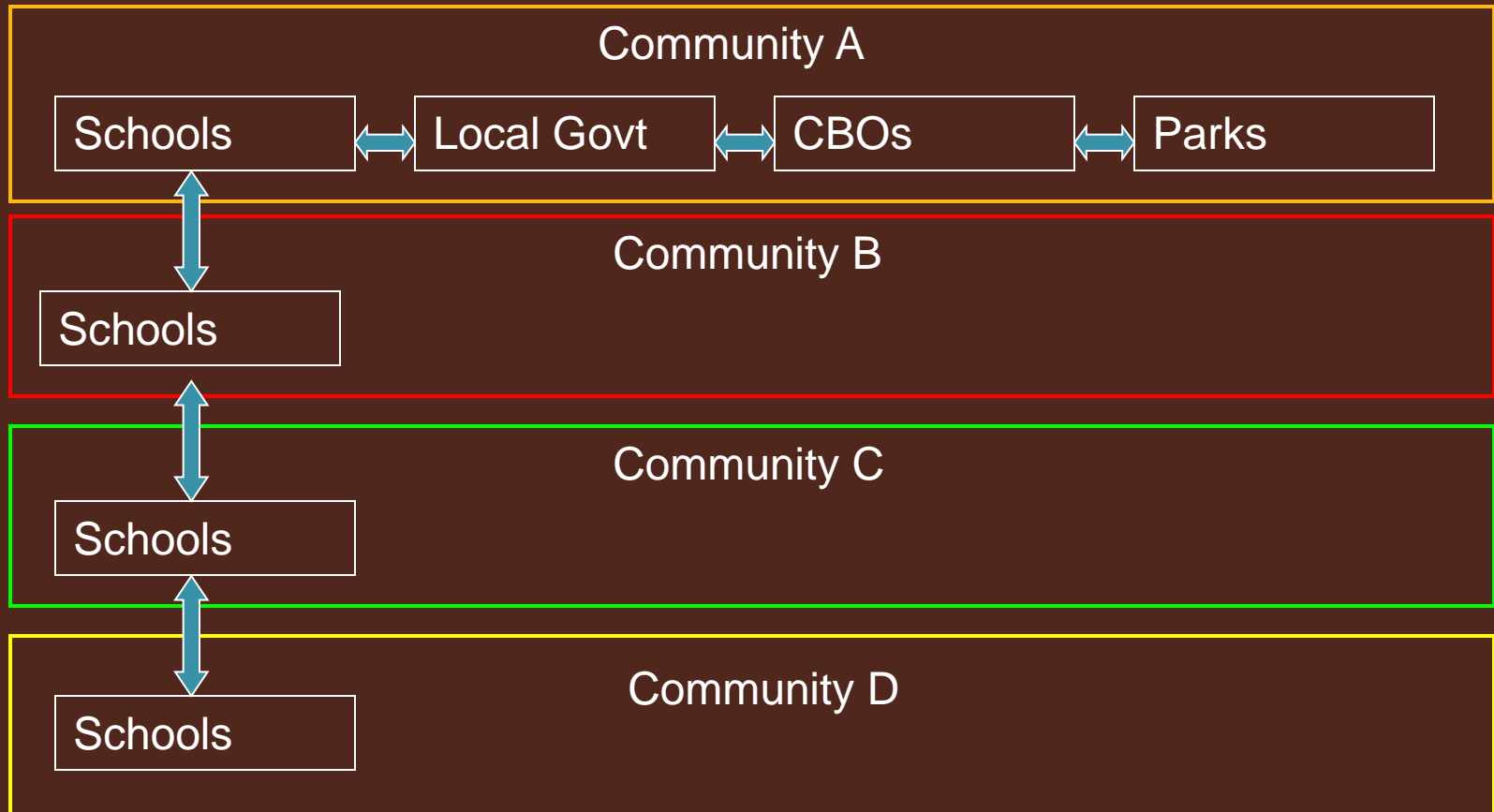
- Auburn
- Burien
- Federal Way
- Kent
- Renton
- Seattle: Central, Delridge, Southeast (and Capitol Hill, Downtown, Beacon Hill for tobacco)
- Tukwila/SeaTac
- White Center
- Covington (for tobacco)

Remaining funds to be allocated to other areas of King County

# Funding to Reduce Inequities: Tobacco

- All funding to populations experiencing tobacco-related inequities.
- Examples of populations:
  - ▣ Race/Ethnicity
  - ▣ Income
  - ▣ Education
  - ▣ Geographic
- Examples of tobacco inequities:
  - ▣ Higher tobacco use rates
  - ▣ Higher secondhand smoke exposure
  - ▣ Less success in quitting
  - ▣ Targeted by industry marketing

# Integration of Activities



# CPPW Regional Activities

- Tobacco Quitline –Serve an additional 4,300 callers
- King County Healthy Food Retail Project –Food system and food retailing consultation
- Work site health promotion – For small employers
- CPPW Community Coalition – Supports of grant-required coalition
- Health and Wellness Exhibit –Pacific Science Center

# Media to Promote Change



- Large-scale media campaigns linked to CPPW policy goals (\$3M)
  - ▣ Tobacco counter-advertising
  - ▣ Promotion of healthy food choices
  - ▣ Unhealthy food counter-advertising
- Targeted small-scale media and social media

# Economic Incentive Program



Seattle's Office of Economic Development (OED) will design and manage a countywide project to increase the availability of healthy foods in underserved King County communities. OED will offer technical assistance, merchandising and inventory support, and financial incentives to food system businesses, with a focus on communities in South King County, Central and Southeast Seattle and Delridge.

- Full menu of services:
  - ▣ Technical assistance – merchandising, inventory management, marketing support
  - ▣ Assistance with finding suppliers
  - ▣ Financial incentives – grants, rebates, low-cost financing for working capital, purchasing equipment, store improvements



# Economic Incentive Program

## □ Major Program Outcomes

- Increase availability of healthy food and beverage products in targeted communities
- Increase capacity of store owners to profitably sell healthy food
- Increase demand for healthy products in the participating businesses through marketing and improvement in overall shopping environment

## □ Program Innovations

- Extremely valuable incentive program
- Integrated approach to working with businesses on their own terms
- Utilization of industry expertise and best practices

# Community Engagement

- Coordination across multiple coalitions
- Prevention Summit
- Participation in implementation through RFPs
- Grantee network
- Integration with existing efforts

# Tentative Timeline

- March 19 - CDC award received
- April 21 – Letters of Intent due
- April 29 - Request for Proposals released
- Mid-May- Bidders conference
- May 27 - Proposals due
- Mid-June - Awards announced
- Mid-July - Implementation begins

# Challenges in Implementation

- ❑ Accelerated implementation timeline
- ❑ Rapid hiring of staff
- ❑ Rapid RFP process
- ❑ Rapid flow of funds to sub-contractors
- ❑ Assuring sufficient focus to produce measurable results
- ❑ Shift in focus to policy, systems and environment change

# The City's Aligned CPPW Activities

A City interdepartmental workgroup is coordinating the City's aligned CPPW work/response to the RFP

- ❑ Food Systems IDT to coordinate policy changes
- ❑ Nutrition and Physical Activity Standards for childcare and afterschool
- ❑ Vending machines offering healthy foods in Parks
- ❑ Farm-to-table strategies for congregate and home delivered meals
- ❑ Safe routes to middle and high schools

# The City's Aligned CPPW Activities

- ❑ Develop policy on Health Impact Assessments for transportation and other projects
- ❑ Model codes/incentives for grocery store development; exempt farmers' markets from SEPA; healthy food vending choices near schools/light rail
- ❑ Policy tools in planning to increase physical activity
- ❑ Implement Parks smoking ban; pursue smoke-free parks throughout King County; explore expanding smoking ban to cover other City grounds

# Potential Roles for Council

- Enacting policy and system change activities
- Promoting CPPW systems/policy change
  - ▣ Advocating for CPPW changes that promote health equity
  - ▣ Acting as spokespeople for promoting health and reducing health inequities
- Providing leadership in making Seattle a healthy place for all its residents



# Staying informed

- Check the website for info and updates at [www.kingcounty.gov/health/cppw](http://www.kingcounty.gov/health/cppw)